

Missouri Department of Health and Senior Services (DHSS) Pandemic Flu Radio Public Service Announcements (PSAs)

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February 8, 2007

Missouri Department of Health and Senior Services (DHSS)
Pandemic Flu Radio Public Service Announcement (PSA)

Seasonal vs. Pandemic Flu – 30-second

Narrator: It's that time again. Time for the coughing, sneezing, and aching that comes with seasonal influenza. But you may also be hearing about pandemic flu.

While seasonal influenza is a contagious respiratory disease that is usually not severe, pandemic flu is a different form of flu virus, one that easily spreads from person to person because no one has immunity.

To learn more about pandemic flu, please visit www.dhss.mo.gov or contact your local public health agency.

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Missouri Department of Health and Senior Services (DHSS)
Pandemic Flu Radio PSA

Seasonal vs. Pandemic Flu – 60-second

[Audio: A message from the Missouri Department of Health and Senior Services]

Narrator: It's that time again. Time for the coughing, sneezing, and aching that comes with seasonal influenza. But you may also be hearing about other flu viruses such as pandemic flu. What's the difference?

Seasonal influenza is a contagious respiratory disease that is primarily spread during winter months, and seasonal flu is usually not severe in most people because they've already had the virus or a flu vaccine. Pandemic flu is caused by a worldwide outbreak of a different form of flu virus, one that easily spreads from person to person because no one has immunity.

To learn more about pandemic flu and what you can do to prepare for a possible outbreak, please visit the Missouri Department of Health and Senior Services' Web site at www.dhss.mo.gov or contact your local public health agency.

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Missouri Department of Health and Senior Services (DHSS)
Pandemic Flu Radio PSA

Avian Flu and Preparing for Pandemic Flu – 30-second

Narrator: Recently, there's been a lot of talk about avian flu, or "bird flu."

While some people across the world have been affected by the bird flu, human infection is very rare. However, these viruses could at any time transform into a different type of flu virus – the pandemic flu.

Pandemic flu is a form of flu that easily spreads from person to person because no one has immunity, meaning it has the possibility of affecting millions of people worldwide.

To learn more about pandemic flu, please visit www.dhss.mo.gov or contact your local public health agency.

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Missouri Department of Health and Senior Services (DHSS)
Pandemic Flu Radio PSA

Avian Flu and Preparing for Pandemic Flu – 60-second

[Audio: A message from the Missouri Department of Health and Senior Services]

Narrator: Recently, there's been a lot of talk about avian flu, also known as "bird flu."

But with all this discussion, it's important to separate the facts from the fiction.

Avian flu is caused by certain flu viruses normally found in wild migratory and domestic birds. While some people across the world have been affected by the bird flu, human infection is very rare. However, these viruses are being watched closely for mutations that would cause it to form a new type of flu virus – the pandemic flu.

Pandemic flu is caused by a worldwide outbreak of a different form of flu virus, one that easily spreads from person to person because no one has immunity. Pandemic flu has the possibility of affecting millions of people worldwide.

To learn more about pandemic flu and what you can do to prepare for a possible outbreak, please visit the Missouri Department of Health and Senior Services' Web site at www.dhss.mo.gov or contact your local public health agency.

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Missouri Department of Health and Senior Services (DHSS)**Pandemic Flu Radio PSA**

Pandemic Phase Four – 30-second

Narrator: Recent reports have put pandemic flu front and center among everyone's concerns. [Input specifics.] While it's difficult to accept this looming possibility, it is important to know how to prepare for and prevent infection.

Such simple steps as good hand-washing, covering your cough, and regular cleaning and disinfecting can help control an outbreak.

You can also begin preparing by creating a plan of action and gathering a supply of basic items just as you would for any emergency.

To learn more about pandemic flu, please visit www.dhss.mo.gov or contact your local public health agency.

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Missouri Department of Health and Senior Services (DHSS)
Pandemic Flu Radio PSA
Pandemic Phase Four – 60-second

[Audio: A message from the Missouri Department of Health and Senior Services]

Narrator: Recent reports have put pandemic flu front and center among everyone's concerns. [Input specifics.] While it's difficult to accept this looming possibility, it is important to know how to prepare for and prevent infection.

There are preventive measures everyone can take to prepare for pandemic flu. This includes such simple steps as practicing good hand-washing, protecting others when coughing and sneezing, and regular cleaning and disinfecting.

You can also begin preparing for the pandemic flu by creating a plan of action for your family and gathering a supply of basic items just as you would for any emergency.

To learn more about pandemic flu and what you can do to prepare for a possible outbreak, please visit the Missouri Department of Health and Senior Services' Web site at www.dhss.mo.gov or contact your local public health agency.

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Missouri Department of Health and Senior Services (DHSS)**Pandemic Flu Radio PSA**

Pandemic Phase Five – 30-second

Narrator: Recent news regarding pandemic flu has elevated concern about the risk of a worldwide outbreak. [Input specifics.] At this time, it is important to know how to prepare for and prevent infection.

Such simple steps as good hand-washing, covering your cough, and regular cleaning and disinfecting can help control an outbreak.

You can also begin preparing by creating a plan of action and gathering a supply of basic items just as you would for any emergency.

To learn more about pandemic flu, please visit www.dhss.mo.gov or contact your local public health agency.

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Missouri Department of Health and Senior Services (DHSS)**Pandemic Flu Radio PSA**

Pandemic Phase Five – 60-second

[Audio: A message from the Missouri Department of Health and Senior Services]

Narrator: Recent news regarding pandemic flu has elevated concern about the risk of a worldwide outbreak. [Input specifics.] At this time, it is important to know how to prepare for and prevent infection.

There are preventive measures everyone can take to prepare for pandemic flu. This includes such simple steps as practicing good hand-washing, protecting others when coughing and sneezing, and regular cleaning and disinfecting.

You can also begin preparing for the pandemic flu by creating a plan of action for your family and gathering a supply of basic items just as you would for any emergency.

To learn more about pandemic flu and what you can do to prepare, please visit the Missouri Department of Health and Senior Services' Web site at www.dhss.mo.gov or contact your local public health agency.

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Missouri Department of Health and Senior Services (DHSS)
Pandemic Flu Radio PSA
Pandemic Phase Six – 30-second

Narrator: With the pandemic flu beginning to affect people worldwide, it's critical to take the proper precautions in order to prevent infection. Practicing good hand-washing, protecting others while coughing and sneezing, regular cleaning and disinfecting, staying home if ill, and avoiding public gatherings are all simple steps we can be taking. It is also important to stay informed through the media and listen to any instructions.

[Input brief summary of steps being taken.]

For more information, please visit www.dhss.mo.gov or contact your local public health agency.

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Missouri Department of Health and Senior Services (DHSS)
Pandemic Flu Radio PSA
Pandemic Phase Six – 60-second

[Audio: A message from the Missouri Department of Health and Senior Services]

Narrator: With the pandemic flu beginning to affect people worldwide, it's critical to take the proper precautions in order to prevent infection. Practicing good hand-washing, protecting others while coughing and sneezing, regular cleaning and disinfecting, staying home if ill, and avoiding public gatherings are all simple steps we can be taking. [Input any specifics.] It is also important to stay informed through the media and listen for any instructions.

[Input steps being taken.]

For more information, please visit the Missouri Department of Health and Senior Services' Web site at www.dhss.mo.gov or contact your local public health agency.

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